

JOB NO. 848-II Test Number _____ Philadelphia June 1955

1. This is (name) _____ from the research firm of Elmo Roper. We're doing a survey among cigarette smokers. Do you happen to smoke cigarettes? _____

Yes (ASK 2) _____
No or don't know _____ (SKIP TO 10)

2a. About how many cigarettes a day do you usually smoke? _____

6 or less _____ 10-1 _____ 36-45 _____ 10-5 _____
7-15 _____ 2 _____ 46-55 _____ 6 _____
16-25 _____ 3 _____ 56 or more _____ 7 _____
26-35 _____ 4 _____ Don't know _____ 8 _____

b. What brand of cigarettes do you usually smoke? _____

Non-filters

Camel _____ 11-1
Chesterfield _____ 2
Herbert Tareyton (non-filter) _____ 3
Lucky Strike _____ 4 (SKIP TO 4)
Old Gold (non-filter) _____ 5
Pall Mall _____ 6
Philip Morris _____ 7
Other (non-filter) _____ 8
No regular brand _____ 9

Filters

Herbert Tareyton (filter) _____ 12-1
Kent _____ 2
L & M _____ 3
Marlboro _____ 4 (ASK 3)
Old Gold (filter) _____ 5
Parliament _____ 6
Viceroy _____ 7
Winston _____ 8
Other (filter) _____ 9
Filter but no regular brand _____ 0 (SKIP TO 4b)

3a. About how long have you been smoking (brand) _____ regularly? _____

Less than 2 wks. _____ 13-1 _____ 2 1/2 - 4 1/2 mos. _____ 4
2 wks. - 1 mo. _____ 2 _____ 4 1/2 mos. or more _____ 5
1 - 2 1/2 mos. _____ 3 _____ Don't know _____ 6

b. What brand did you smoke most often before (brand) _____?

Non-filters

Camel _____ 14-1
Chesterfield _____ 2
Herbert Tareyton (non-filter) _____ 3
Lucky Strike _____ 4
Old Gold (non-filter) _____ 5
Pall Mall _____ 6
Philip Morris _____ 7
Other (non-filter) _____ 8
No regular brand _____ 9

Filters

Herbert Tareyton (filter) _____ 15-1
Kent _____ 2
L & M _____ 3
Marlboro _____ 4
Old Gold (filter) _____ 5
Parliament _____ 6
Viceroy _____ 7
Winston _____ 8
Other (filter) _____ 9
None or don't know _____ 0

3c. What other brands of filter tip cigarettes do you remember having smoked during the past six months or year? Any others? _____

Herbert Tareyton (filter) _____ 16-1
Kent _____ 2
L & M _____ 3
Marlboro _____ 4
Old Gold (filter) _____ 5
Parliament _____ 6
Viceroy _____ 7
Winston _____ 8
Other (filter) _____ 9
None or don't know _____ 0

d. Why do you smoke (brand in 2b) _____ now rather than some other filter brand? _____

17-
18-
18-Y
(SKIP TO 5)

4a. Have you ever smoked any filter tip cigarettes? _____

Yes _____ 19-1 (ASK b)
No _____ 2
Don't know _____ 3 (SKIP TO 5)

b. What brands of filter tip cigarettes do you remember having smoked during the past six months or year? Any others? _____

Herbert Tareyton (filter) _____ 20-1
Kent _____ 2
L & M _____ 3
Marlboro _____ 4
Old Gold (filter) _____ 5
Parliament _____ 6
Viceroy _____ 7
Winston _____ 8
Other _____ 9
None or don't know _____ 0

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5a. Can you think of any filter tip cigarettes on the market that are fairly new--ones that have been on the market less than a year? Any others?

Herbert Tareyton
Marlboro
Old Gold
Winston
Other
None or don't know

a. (ASK b)
21-1
2
3
4
5 (SKIP TO 6)
6 (SKIP TO 6)

b. How many (each brand named) filter cigarettes, if any, have you smoked? (RECORD ABOVE)

IF WINSTON MENTIONED (QUESTIONS 2b, 3b, 3c, 4b OR 5a) SKIP TO INSTRUCTION BEFORE QUESTION 7

IF WINSTON NOT MENTIONED AT ALL, ASK 6

6a. There's a new filter tip cigarette on the market called Winston. Have you heard of it by any chance?

Yes 26-1 (ASK b)
No or don't know 2 (SKIP TO INSTRUCTION BEFORE 7)

b. Have you smoked any of them? (If "yes") About how many?

None at all 27-1
Less than one pack 2
1 to less than 3 packs 3
3 to less than 6 packs 4
6 or more packs 5
Don't know 6

IF MARLBORO MENTIONED (QUESTIONS 2b, 3b, 3c, 4b OR 5a) SKIP TO 8

IF MARLBORO NOT MENTIONED AT ALL, ASK 7

7a. (A, Another) new filter cigarette on the market is the Marlboro filter tip. Have you heard of it by any chance?

Yes 28-1 (ASK b)
No or don't know 2 (SKIP TO INSTRUCTION BEFORE 8b)

b. Have you smoked any of them? (If "yes") About how many?

None at all 29-1
Less than one pack 2
1 to less than 3 packs 3
3 to less than 6 packs 4
6 or more packs 5
Don't know 6

8a. To your knowledge, do these new Marlboros sell for more than Old Gold Filters or Viceroy's, the same, or less?

More expensive 30-1
Same price 2
Less 3
Don't know 4

IF TRIED OR HEARD OF WINSTON ASK 8b, OTHERWISE SKIP TO INSTRUCTION BEFORE QUESTION 9

8b. To your knowledge, do Winstons sell for more than Old Gold Filters or Viceroy's, the same, or less?

More expensive 30-5 Less 7
Same price 6 Don't know 8

Less 6 or more
None at all than one pack 1-2 packs 3-5 packs more packs Don't know
22-1 2 3 4 5 6
23-1 2 3 4 5 6
24-1 2 3 4 5 6
25-1 2 3 4 5 6

IF HAS TRIED MARLBORO BUT USUALLY SMOKES OTHER BRAND ASK 9; OTHERWISE, SKIP TO 10

9. After trying Marlboros, why was it you didn't continue to smoke them as your regular brand?

31-
32-
Don't know 32-Y

10a. Now, I'd like to ask a couple of questions which have nothing to do with the survey they are just for tabulating purposes.

Do you or any member of your family have a car?

Yes 33-1 (ASK b)
No 2 (SKIP TO 11)

b. Did you buy it new or used? (Latest year model if has more than one)

New 34-1
Used 2
Don't know 3

11. What is the occupation of the head of the household?

35-
36-
(write in)

12. I wonder if you would mind telling me whether you are over 35 or under 35?

35 or over 37-1
Under 35 2
Refused 3

Sex

Male 38-1
Female 2

NAME OF RESPONDENT

ADDRESS

PHONE

INT. INITIALS

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